

**CALIFORNIA STATE FEDERATION EXECUTIVE BOARD  
POLICY NO. 6(G)  
PUBLIC RELATIONS COMMITTEE**

**I Article II, Section 2. (7) of the Federation By-Laws** outlines the basic duties of this Committee. Executive Board Guideline No. 6, "Policy for Standing Committees" and these Guidelines provide more detail. The Chair and each Committee member should become thoroughly familiar with these directives.

**II PUBLIC RELATIONS SERVES A DUAL PURPOSE**

- A. As a publicity vehicle to advertise the organization, its objectives and goals and at the same time project the work of NARFE in a manner that will attract public support.
- B. To respond to and refute, adverse articles printed in the media and public statements that are critical, unfair, and untrue and which project an image that is detrimental to the NARFE organization and its members.

**III DUTIES & RESPONSIBILITIES (CHAIR)**

- A. Provide Committee Members with a current copy of the Public Relations Manual and pertinent National and Federation materials.
- B. Work through the Committee members and in cooperation with Federation President and NARFE National Public Relations Department to carry out the programs of NARFE.
- C. Prepare formats to supplement the existing National and State Federation Public Relations guide. The purpose is to encourage chapters to:
  - 1. Encourage local media contacts (get Chapter news and events into local newspapers).
  - 2. Encourage Chapter participation in public and social events (as sponsors or participants to promote NARFE).
- D. Provide a program to be used to combat adverse publicity to Federal employees and retirees (with the assistance of NARFE HQ and the Federation President), such as:
  - 1. Preparing rebuttal statements for release to news media, radio, and television.
  - 2. Preparing written answers to critical letters.
  - 3. Maintaining close contact with NARFE National Public Relations Director for information and assistance.
- E. Ensure all committee members meet on the day the convention convenes, unless specifically authorized by the CSFC President to arrive and meet a day or earlier. Those so authorized must submit an Expense Report (CSFC Form 15)

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through the Chair, with a receipt for reimbursement. The code for this expense is 506K under State Convention.

**IV DUTIES & RESPONSIBILITIES (COMMITTEE MEMBERS)**

- A. Provide instructions and assistance to District Chapters utilizing formats provided by Public Relations Chair in the preparation of Public Relations articles and ideas, which Chapters can implement to improve NARFE Public Relations in their community.
- B. Assist Chapters in their effort to answer adverse publicity in their local papers.
- C. Maintain close contact with the Chair and request assistance when needed.
- D. Knowledgeable of events of concern that appear in local area newspapers.
- E. Provide the Chair with copies of articles from local news media, which mention NARFE.
- F. Perform other duties as assigned